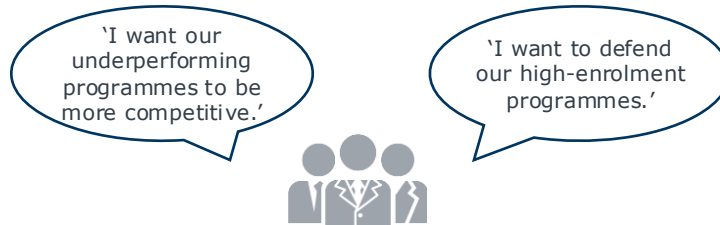


Support Your Growth Strategy with Market Insights

Revitalise Existing Portfolio



Recommended Partner Workflow and EAB Reports



Internal: Begin regular programme review, or initiate earlier if internal concerns flag declining interest in portfolio or a programme



Portfolio Health Check

Identifies high-potential areas or fields in the existing portfolio and uses labour market data to force-rank select courses (up to 30) based on growth opportunity.



Internal: Select most promising course(s) to start revitalisation and redesign



Existing Course Market Pulsecheck

Evaluates one existing course to gauge student demand and identify market skills gaps using HESA data and labour market data for up to two regions, e.g., UK and India.



Internal: Analyse institutional data on programme, e.g. PTES, enrolment data, focus groups



Comparator Course Snapshot

Profiles up to four competitor courses, and compares with existing course to provide curriculum, pricing, and marketing guidance.



Internal: Use all inputs to evaluate existing course and to plan any curriculum updates



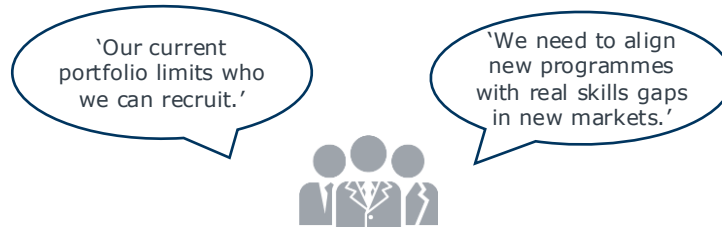
Web Audit

Assess how effectively programme and institution webpages attract and engage prospective postgraduate students,.

Internal: Finalise web and mobile marketing to promote the revitalised programme

Support Your Growth Strategy with Market Insights

Diversify Programmes, Markets & Modalities



Recommended Partner Workflow and EAB Reports



Internal: Annual recruitment planning cycle prioritises diversified growth. Begin with existing programmes in new markets or modalities.

Forthcoming...



Global Markets Scan

Maps high-potential regions where institution strengths match local skills gaps.

Modality Assessment

Identifies courses with potential for growth through online or hybrid delivery.



Internal: If needed, move on to consider developing new programmes.



Market Opportunity Scan

Uses labour market data to identify a prioritised list of 3 to 5 fields with potential for new course development to help institutions narrow down possible options.



Internal: Assesses whether current resources and staffing support expansion into a given field or area.



New Course Market Pulsecheck

Validates demand for a specific new course by gauging student demand and identifying market skills gaps using HESA data and labour market data for up to two regions, e.g., UK and India.



Internal: Assess new programme viability using institutional data and external demand signals (e.g. StudyPortals).



Comparator Course Snapshot

Profiles up to five competitor courses to provide curriculum, pricing, and marketing guidance for a new course.

Internal: Create new course, then reach out to EAB for a **Web Audit** to assess how effectively programme and institution webpages attract and engage prospective postgraduate student